The relative importance of culture in urban tourism: implications for segmentation

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Abstract

Purpose: This paper aims to contribute to urban tourism segmentation studies by examining the role of culture as a motivation for city visits, different preferences for activities and the demographic factors that influence activity choices. This study also compares the memorability of the trip across the segments identified based on their undertaken activities.

Design/methodology/approach: This paper draws on questionnaire data that was collected from 614 tourists in Budapest, Hungary. Tourist segmentation was based on a two-step procedure: principal component analysis and Hierarchical Cluster Analysis. Multinomial logistic regression was applied to reveal the effect of different demographic and travel-related characteristics on the segments.

Findings: The research revealed that cultural activities are still the most important motivation for urban tourists and that cultural tourists constitute the biggest segment (43%). They show a preference for heritage sites, museums and galleries rather than performing arts and festivals. Multinomial logistic regression showed that party tourists can be differentiated from cultural tourists and city break tourists predominantly by age and travel status. Older age groups and women are more likely to be interested in heritage sites, museums and galleries. Party tourists found their experience significantly more memorable than any other group and were much more likely to re-visit and recommend.

Research limitations/implications: Overall, this study provides useful information for destination management organisations and city agencies about which activities to promote and how to segment and potentially target tourists. This study did not include lifestyle and personality factors, secondary and complementary attractions or cultural proximity and distance.

Originality/value: There have been relatively few recent studies on urban cultural tourism segmentation, especially in whole destinations rather than at individual attractions, it was therefore considered timely to re-visit this area of research. This paper reinforces the importance of segmentation studies in tourism and analyses the changing motivations and activity preferences of urban cultural tourists over time.

Introduction

The origins of cultural tourism as an area of academic study can be traced back to the mid-1990s when it was mainly associated with heritage and the arts, through to the most recent literature which has questioned the very existence of cultural tourism as a specific phenomenon (Richards, 2021). This study aims to characterise urban tourists according to their different activities and preferences and to ascertain whether it is still possible to refer to the phenomenon of the "urban cultural tourist". Indeed, it has been implied that culture is only one provider of experiences and that tourists are motivated by multiple factors, especially in the context of urban tourism (Chebli *et al*., 2020; Valverde-Roda *et al*., 2021). The research examines the relative importance of cultural activities in an urban context compared to other types of activities and aims to define more clearly different types of urban tourists. This includes examining the significance of differences in preference for activities within the city and potentially "off-the-beaten-track" according to age, gender and nationality as well as travel status.

The research builds on previous studies of cultural tourism motivation (McKercher and Du Cros, 2002; Shi *et al*., 2019) and segmentation (Dolnicar, 2002; Pulido-Fernández and Sánchez-Rivero, 2010; Liu, 2014), as well as research on the relative importance of cultural attractions in destinations (McKercher *et al*., 2004; Richards and Van der Ark, 2013). The theory also connects to research on cultural tourist experience (Chang *et al*., 2014; McKercher, 2020; Richards, 2021) and to more recent studies on urban tourist segmentation (Chebli *et al*., 2020; Valverde-Roda *et al*., 2021). Although there have been numerous studies of tourist motivations and profiles at individual cultural attractions, heritage sites or festivals, this paper focuses rather on whole destinations and namely cities. There have been relatively few recent studies on urban cultural tourism segmentation, especially in whole destinations rather than at individual attractions, it was therefore considered timely to re-visit this area of research. The role of cultural activities in cities or urban tourism is an important theme because of the exponential growth of independent short breaks to cultural cities, which has often resulted in a form of mass (cultural) tourism or "overtourism".

The paper draws on questionnaire data that was collected in the city of Budapest in Hungary. A further motivation for undertaking the research in this context was the request of the Hungarian Tourism Agency to re-visit the potential of cultural tourism in the city as a potential response to party-orientated "overtourism". Cultural tourism had been a major focus of previous tourism policy and marketing back in 2008 (HNTO, 2008) when culture and tourism motivation research had been undertaken. The research uses principal component analysis (PCA) and hierarchical cluster analysis (HCA) to identify segments of international tourists. The segments are differentiated using demographic and travel related characteristics, namely, age, gender, nationality and travel status, using multinomial logistic

regression. The research has important implications for those cities that are attempting to re-position themselves in the post-"overtourism", post-COVID-19 phase. It provides useful information for destination management organisations and city agencies about how to segment and target tourists as well as potentially re-directing tourists to "off-the-beaten-track" activities outside crowded city centres. The research helps to identify those activities that are the most memorable (culturally driven or not) and are most likely to lead to revisitation and recommendation.

Overall, this paper furthers more than two decades of ongoing research on the nature of cultural tourism and the characteristics of the cultural tourist as well as contributing to urban tourism segmentation studies. It also aims to produce data that is useful and relevant to city destination agencies.

Theoretical considerations

Culture has been described as one of the most important content providers for tourism experiences (Richards, 2019). Culture in the context of urban tourism has become as much about everyday practices and lifestyles as it has about heritage and arts (Smith, 2016; Richards, 2018). Living culture could be defined as hospitality, customs and traditions, local gastronomy and popular culture (Liu, 2014). The small groups of relatively educated and affluent tourists who were primarily motivated by so-called "high" culture in the form of heritage and arts in the 1990s and early 2000s have made way for more "omnivorousness" consumers with multiple motivations for visiting destinations (Peterson, 1992). This is especially true of urban tourism where tourists tend to enjoy multiple activities during one trip, only some of which are cultural (Chebli et al., 2020; Valverde-Roda et al., 2021).

One of the main aims of this research is to analyse the role that cultural motivations play in city tourism and the relative importance of cultural activities for tourists compared to other activities. Previous studies have shown that cultural motivations can vary from "purposeful" to "casual" or "serendipitous" (McKercher and Du Cros, 2002). Du Cros and McKercher (2015) emphasised the fact that destinations can contain different types of cultural tourists at the same time, but that casual cultural tourists are much more likely to be present than those who are purposeful. This forces researchers to question whether cultural tourism truly exists as a type of tourism or rather that tourists are motivated by cultural activities to varying degrees. Indeed, in the re-visitation of his earlier model, McKercher (2020) argued that segmentation should be based on the importance of culture in overall decisions to travel combined with the depth of experience sought.

A second aim of this research is to identify which kinds of activities are preferred by tourists, some of which can be defined as cultural. Previous research identified that some cultural activities are more popular than others. For example, the association for tourism and leisure education and research (ATLAS) cultural tourism surveys in numerous destinations worldwide spanning 20 years or more highlighted a preference for museums (Richards, 2007). This was confirmed in McKercher et al.'s (2004) survey of cultural attractions in five countries where museums were the most popular attraction, usually followed by art galleries and monuments. The Hungarian National Tourism Office's cultural tourism study

(HNTO, 2008) also showed a preference for built heritage tourism, emphasising that tangible heritage was preferred to intangible, arts-based activities. However, Franklin (2018) also makes the convincing case that vast numbers of tourist still travel specifically to see art. More recent studies emphasise the growing attraction of so-called "living culture" which could include gastronomy and more popular cultural or creative activities (Liu, 2014). The definition of what is cultural or not needs to be re-visited regularly. For example, Valverde-Roda *et al*. (2021) classify gastronomy as a "hedonic" motivation, but the type of gastronomy might render it "cultural" or not (e.g. local traditional food vs international fast food).

Previous cultural tourism segmentation studies have shown that age, gender, nationality or attitudes can affect preferences (Dolnicar, 2002; Pulido-Fernández and Sánchez-Rivero, 2010; Liu, 2014). It has been noted in urban tourism studies that women are more likely to be motivated by cultural reasons, whereas men are more attracted by nightlife (Chebli *et al*., 2020). Different types of experiences might be preferred by different segments of tourists, which can also change over time and life stage, for example, Richards and Van der Ark (2013) suggested that younger tourists prefer more contemporary and creative culture, whereas older tourists prefer museums and traditional monuments. Older tourists may be more attracted to architecture and historical monuments than younger groups and over 50s are more likely to gravitate towards cultural heritage attractions in pursuit of learning (Chebli *et al*., 2020; Valverde-Roda *et al*., 2021). Visitors aged 60 or more show an increased preference for heritage sites according to Liu's (2014) study. The table in Appendix 1 summarises a selection of the motivation and segmentation research that has been undertaken in the field of cultural tourism.

This study also considers the type of experience as advocated by McKercher (2020) to improve potential segmentation and marketing. Chen and Huang (2018) suggest re-visiting segmentation models where the centrality of culture has been the focus to make recommendations for experience creation. The types of experiences sought can include the intention to go "off-the-beaten track" (Maitland, 2007). Matoga and Pawłowska (2018) define "off-the-beaten-track" tourism in European historical cities as exploring urban space beyond traditional tourism centres; seeking less visited cultural and heritage sites; thematic sightseeing; experiencing the "authentic" side of the city; and visiting places where the everyday life of inhabitants takes place. Tourists may increasingly want to "live like a local" (Russo and Richards, 2016); to gain "authentic" or "back of house" experiences (McKercher, 2020); or to engage in creative experiences (Chang *et al*., 2014). The type and depth of experience can also be related to memorability, which has been highlighted in some relatively recent studies (Chang *et al*., 2014; Chen and Rahman, 2018).

Research design

Based on some of the theoretical considerations above, the following research aims were defined:

- to segment urban tourists according to their chosen activities and preferences;
- to identify demographic and travel related differences across the segments; and

- to explore potential activity preferences according to identified segments and demographic differences.

The primary data in this paper was derived from a questionnaire which collected data from a sample of tourists in the Hungarian capital city Budapest. The questionnaire scales were developed and adapted from a range of previous studies as discussed in the sections below.

Questionnaire design

To analyse the relative importance of cultural attractions in the tourists' decisions to visit the destination (in this case, the city of Budapest), the questionnaire included a list of already undertaken activities. These were partly inspired by the thousands of ATLAS Cultural Tourism surveys that spanned more than 20 years from 1991 as documented by Richards and Munsters (2010). It should be noted that potential participants were not accepted if they had spent less than one day in the city because their knowledge and experiences would have been too limited. The list included heritage sites, museums and galleries, performing arts as well as festivals and music events. Non-cultural activities included business meetings and conferences, as well as visiting friends and relatives (VFR). As Budapest is famous for spas, these were also included. Research has suggested that many foreign visitors are motivated to visit Budapest's spas because of the heritage buildings and architecture rather than for health reasons (Smith and Puczkó, 2018). "Atmosphere" was included because it was identified in a previous study by Pinke-Sziva *et al.* (2019) in Budapest as the most important aspect of tourists' experience within the night-time economy. Tourists were able to rate the importance of the different activities during their visit on a 1–7 scale.

A second activity-based question listed 14 different potential activities that might be of interest to the tourists. The choice of these activities was informed by an interview with the head of the Budapest Destination Management Organization (DMO) VisitBudapest, as well as discussions with the Hungarian Tourism Agency. Each respondent had to indicate which activities he or she was interested in. Furthermore, questions were asked about willingness to spend time travelling as well as the amount they are willing to spend on the activity. This question focused on the attractiveness of potential activities connected to interactive and creative activities, as well as going "off-the-beaten track" (Maitland, 2007; Matoga and Pawłowska, 2018), for example, alternative guided tours or visiting lesser-known areas outside the city.

The concept of memorable tourism experience has been researched fairly extensively in recent years, including in cultural tourism (Chen and Rahman, 2018; Seyfi *et al.*, 2019). The authors selected two statements relating to memorability adapted from Smith and Puczkó (2018), as their paper also focused on tourists' experiences in a city context, and more specifically, Budapest: "I will have wonderful memories about this trip" and "I will remember many positive things about this destination." Clearly, one limitation of the research is that tourists were asked about the memorability of their experiences on-site rather than retrospectively, so the findings are only indicative. There tend to be strong connections between memorable experiences, re-visit intention (Marschall, 2012) and recommendations of a destination. Here, the authors used Bonn *et al.*'s (2007) statements relating to re-visit intention and intention to recommend as their study also focused on cultural and heritage attractions.

Pre-testing the questionnaire. A pilot questionnaire was created that was pre-tested with 70 international tourists and adapted accordingly. Most importantly, the number of Likert-scaled questions was reduced because of respondent fatigue and time constraints. In spite of this, the Cronbach's alpha values of the scales confirmed their reliability [1].

Sampling and data collection
The following sections briefly outline the context for the research as well as the approach to *sampling and distribution of the questionnaire.*

Context for the research. The context for the research was the Hungarian capital city of Budapest. The reason for this choice of location is because of its reputation as an urban tourism destination that offers a range of cultural activities. Since the early 1990s in the post-socialist era, the city has been predominantly associated with cultural and heritage tourism. For more than 20 years, cultural tourism was the main attraction, especially heritage sites and museums, but increasingly festivals, historic spas and gastronomy (Puczkó *et al*., 2007). However, since EU accession in 2004 and the advent of budget airlines, it has also become famous for its cheap alcohol, party opportunities and so-called "ruin pubs" in dilapidated buildings and courtyards (Smith and Puczkó, 2012). This has gradually led to overcrowding, night noise and resident disturbance. Concerns about this concentrated, night-time activity-based "overtourism" have caused the Hungarian Tourism Agency and the Budapest DMO to explore solutions, including re-branding Budapest as a cultural tourism destination. However, this approach has been complicated by the finding that emerged in a previous study that party tourists and culturally motivated tourists are not necessarily mutually exclusive groups (Pinke-Sziva *et al*., 2019).

Questionnaire distribution
As stated by Richards and Munsters (2010) based on the ATLAS research data, it is hard to find a tourist who is not interested in some aspects of culture in a destination that they are visiting. However, they also specify the importance of making a decision about the location in which a survey is undertaken, as a specific cultural site tends to maximize the number of cultural visitors interviewed, whereas a location in the vicinity of a cultural attraction tends to indicate the proportion of tourists visiting those sites. For this reason, the questionnaires were undertaken in the city centre during the daytime close to, but not inside, cultural attractions in this data collection. It also eliminated the complication of gaining permission from cultural attractions to conduct research on the premises (which is often not forth-coming). This may have biased the sample towards cultural activities but it had been previously discovered that party tourists also take an interest in cultural attractions during the daytime (Pinke-Sziva *et al*., 2019).

Sampling approach

The data collection took place using a team of researchers who were placed in different locations within the city centre close to major cultural attractions. The research took place pre-COVID-19 in April 2019 and 614 valid responses were received. The questionnaires were distributed as equally as possible between men and women. The researchers also endeavoured to distribute the questionnaire as evenly as they could between age groups,

individual travellers, couples, families and groups of friends using quota sampling. Potential respondents were chosen based on observation (gender, estimates of age, alone or with a companion) and were then asked filter questions about their age and travel status so as to ensure a more balanced sample. This resulted in the distributions shown in Table 1. Unfortunately, there were no national or city-wide statistics available at that time about the incoming tourists to Budapest; therefore, it was not possible to judge how representative the sample was.

Table 1 Characteristics of the respondents ($n = 614$)	
Focus of the study	%
Gender	
Male	48.0
Female	52.0
Age (years)	
18–25	26.1
26–38	35.2
39–54	22.3
55 or above	16.4
Civil status	
Single	28.8
In a relationship	27.7
Married	38.9
Divorced/widow	4.6
Education	
Primary school or less	0.3
Secondary school	17.4
University level or more	82.2
Nationality	
German	16.4
British	14.8
Italian	10.1
Spanish	9.1
French	7.0
Other	42.5
Travel status	
Alone	7.3
With a partner or friend	43.0
With family	18.1
With a group	31.6
Visit status	
First visit to Budapest	70.7
Have been in Budapest before	29.3
Travel organisation	
Independent	83.9
Organised	12.7
Other	3.4

Methodology

The research aimed to segment tourists and to identify the demographic and travel related profiles of the defined segments. The segmentation was based on the activities undertaken by the tourists in the destination. As a second step, the differences in the demographic profiles of the different segments were analysed to be able to identify the characteristics of the tourists.

Segmentation of the tourists

Tourist segmentation was based on a two-step procedure. Applying cluster analysis usually requires uncorrelated variables, but in this context, the importance of the activities during the visit to Budapest indicated high correlations in some cases (e.g. going to a music event and going to a festival have a correlation coefficient of 0.719). Therefore, PCA was applied first to these statements to reduce the dimensionality of the data and generate uncorrelated variables capturing as much information as possible from the underlying data set. PCA is one of the oldest and most widely used data analysis tools in many different disciplines (Joliffe and Cadima, 2016). The number of principal components was defined using the Kaiser criteria. Varimax rotation was applied to clarify the relationship between the principal components and the variables and assist interpretation of the components.

Secondly, the identified principal components were used to create homogenous groups of tourists. HCA was applied with Ward's method and Euclidean distance. HCA was selected as there was no prior information about the number of segments and in case of a k-means cluster analysis, the number of clusters have to be pre-defined. HCA can be done using bottom up (agglomerative) or top down (divisive) methods. The majority of market segmentation studies have used agglomerative clustering technique, especially using Ward's method. Although there are many ways to define distance metrics, the most popular one which is most commonly used both in literature and practice is the Euclidean distance (Arunachalam and Kumar, 2018), including in tourism studies (D'Urso, 2021). Ward's clustering has also traditionally dominated data-driven segmentation studies in tourism and is still popular, although other approaches have also emerged (Dolnicar, 2020; D'Urso *et al*., 2021).

Demographic analysis of the segments

After segmenting the international tourists to Budapest, multinomial logistic regression was applied to reveal the effect of different demographic characteristics on the segments. Multinomial logistic regression is applicable once choices have been modelled with more than two possible outcomes (Mahrous and Hassan, 2017). In this context, segment membership (i.e. activities undertaken during travel) was the choice modelled, whereas demographic and travel-related factors were used as explanatory variables. These variables were selected as they can be used for destination marketing activities. For example, if a city

aims to attract more cultural tourists, the results of the multinomial logistic regression will shed light on the demographics of the groups that should be targeted.

Multinomial logistic regression is the generalization of the binomial logistic regression for more than two outcomes. The method requires a reference segment and all the other segments are related to that one. The model can be expressed as separate binomial logistic regressions that contain the reference segment and one other segment, hence the results can be interpreted in relation to the reference segment.

Data analysis and findings

Tourist segments

For segmentation purposes, the importance of 12 potential activities during the stay of the given tourist in Budapest was used. Data was collected on a 1–7 Likert scale. The data set was deemed sufficient for PCA with a Kaiser-meyer-olkin test (KMO) value of 0.604. "VFR" was not related to any specific latent motivations and had an extremely low communality (0.186), hence it was left out of the remaining part of the analysis. On the other hand, two activities ("enjoy performing arts", "go to a thermal bath or spa") were related to two latent motivations albeit to a lesser degree to each. After careful consideration, it was deemed plausible that performing arts can be related to both entertainment and culture-related activities, whereas going to a thermal bath can be both a cultural activity and related to atmosphere. The result of the PCA suggests that tourists can undertake these activities for different purposes, therefore these variables were not eliminated from the analysis. As a result, PCA revealed four distinct latent motivations for visiting the city: culture, entertainment, business and atmosphere and gastronomy (see Appendix 2). The eigenvalues of all these components were above 1 and the four components explained 67% of the total variance.

Segmenting the tourist population using these four latent motivations yielded four different segments.

Cultural tourists are the largest segment with 43% of the respondents belonging to this group. For this group, cultural activities (museums, galleries, heritage sites, thermal baths) are the most important reasons for visiting and entertainment activities (festival, bars, pubs) are of lesser importance. However, this group is also involved in some entertainment activities, especially visiting pubs and bars (rated on average 3.9 on a 1–7 scale).

The second largest group (34%) is the so-called "party tourists" who are very entertainment focused (pubs and bars received 6.4 on a 1–7 scale). Cultural activities and programmes are not so much on their travel agenda, however these activities received 4–5 ratings on the 1–7 scale, so they do show some interest.
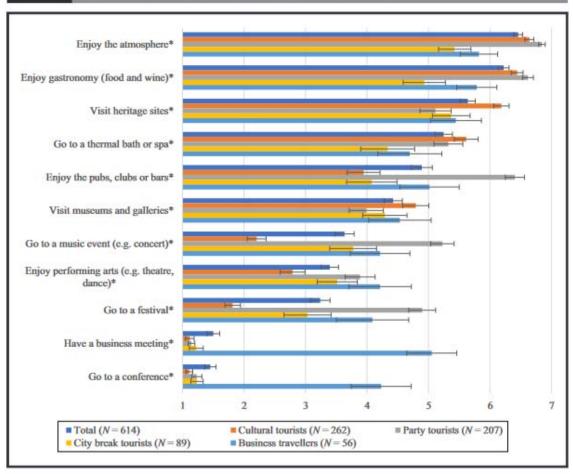
The third group (14%) consists of city break tourists who do not have any special activity preferences, instead they try several different activities while visiting [corresponding to Peterson's (1992) idea of "omniverousness"]. They evaluated almost all of the activities

(except conference and business meeting) as moderately important during their visit to Budapest.

The final group (9%) contains those travelling for business purposes. Their main activities include participation in a conference or having a business meeting, but, most likely during their free time, they also do both cultural and party-related activities. Indeed, this segment shows an interest in a large number of activities.

The preferred activities and their relative importance for the different segments are shown in Figure 1. The figure also shows the 95% confidence intervals. Analysis of variance was used to test statistically significant differences across the segments (more precisely, whether the segments with the highest and the lowest evaluations differ from each other).

Figure 1 Importance of different activities undertaken during the visit to Budapest by segments (1: not important at all–7: very important)

Heritage sites ($p < 0.001$) and museums and galleries ($p < 0.001$) were rated significantly higher by cultural tourists than party tourists, but they were not very interested in attending music events and festivals. Conversely, these activities are significantly more popular among party tourists than any other groups ($p < 0.001$ for music events and $p = 0.002$ for festivals).

Gender differences were statistically significant in some cases using t-test. Women seem to be more interested in museums and galleries (rated on average 4.6, whereas men rated it 4.2, p = 0.007) as well as in thermal baths (5.4 vs 5.1 for males, p = 0.034). Men expressed a greater preference for pubs, clubs and bars (5.1 vs 4.7 for women, p = 0.016) and festivals (3.4 vs 3.1 for women, p = 0.020). This was similar to Chebli *et al*.'s (2020) study where women were more attracted by culture and men by nightlife.

Gastronomy is appealing for all groups, but it is not clear whether this means traditional Hungarian food or other types of cuisine (including fast food or street food, for example). Gastronomy could be defined as a cultural activity or a "hedonic" one (Valverde-Roda *et al*., 2021) but more research would be needed to specify which. Furthermore, pubs and bars were the most popular among party tourists (p < 0.001). Interestingly, they were followed by business travellers.

Determinants of the segments

To gain a deeper understanding of the demographic and travel related differences across the segments, multinomial logistic regression analysis was executed using several demographic factors (gender, age, nationality) and travel related elements (travel status, visit status, travel organisation). Party tourists were selected as the reference segment and the analysis aimed to identify the demographic characteristics that differentiate party tourists from cultural tourists or city break tourists. Step-by-step backward elimination was used to drop the variables insignificant at 5% level using the likelihood ratio test. Results of the final regression model are shown in Table 2.
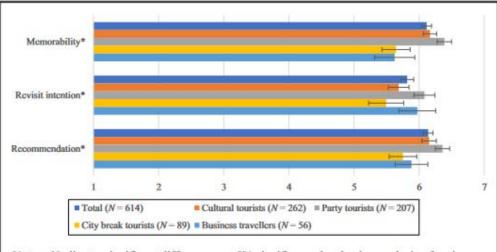
According to the results, the most important difference between cultural tourists and party tourists lies in their age and travel status. While older travellers and those travelling with a partner or family are much more likely to be cultural tourists, those who are young (especially below 38) and travelling alone or with a group are more likely to be party tourists. Furthermore, Italians are more likely to be party tourists than cultural ones. City break tourists are similar to cultural tourists. They are older than party tourists and are more likely to travel with a partner or family (as opposed to alone or with a group). However, no significant differences were found in terms of nationalities.

In the case of business travellers, age is not a significant factor. On the other hand, they are more likely to travel alone or with a partner or family than party tourists. Germans, Britons and Italians are more likely to be party tourists than business travellers. Furthermore, organising the trip by oneself or using the service of a travel agent is a clear sign that the tourist is not a business traveller.

Table 2	Multinomial logistic regression results (reference category: party tourists)			
Segment	Variable	Parameter	Std. error	Sig.
Cultural tourists	Intercept	0.243	1.027	0.813
	Age (years) (reference: 55 or above)			
	18–25	−2.578	0.428	0.000***
	26–38	−1.869	0.401	0.000***
	39–54	−0.829	0.442	0.060*
	Nationality (reference: other)			
	German	−0.501	0.318	0.116
	British	−0.426	0.335	0.204
	Italian	−1.244	0.410	0.002***
	Spanish	0.455	0.423	0.283
	French	−0.692	0.447	0.121
	Travel status [reference: with a group (3 or more)]			
	Alone	0.027	0.521	0.959
	With a partner or friend	1.389	0.264	0.000***
	With family (child/children with us)	3.107	0.483	0.000***
	Travel organisation (reference: other)			
	Independent	0.811	0.951	0.393
	Organised (tour operator or travel agent)	0.909	1.003	0.365
City break tourists	Intercept	0.212	1.017	0.835
	Age (years) (reference: 55 or above)			
	18–25	−1.687	0.497	0.001***
	26–38	−1.516	0.477	0.001***
	39–54	−0.790	0.525	0.133
	Nationality (reference: other)			
	German	−0.408	0.392	0.298
	British	−0.492	0.413	0.233
	Italian	−0.592	0.452	0.190
	Spanish	−0.150	0.557	0.788
	French	−0.358	0.520	0.491
	Travel status [reference: with a group (3 or more)]			
	Alone	0.039	0.593	0.947
	With a partner or friend	0.711	0.322	0.027**
	With family (child/children with us)	2.560	0.533	0.000***
	Travel organisation (reference: other)			
	Independent	−0.092	0.905	0.919
	Organised (tour operator or travel agent)	0.031	0.983	0.975
Business travellers	Intercept	1.236	0.889	0.165
	Age (years) (reference: 55 or above)			
	18–25	−0.930	0.616	0.131
	26–38	−0.773	0.601	0.198
	39–54	−0.325	0.660	0.622
	Nationality (reference: other)			
	German	−0.919	0.492	0.061*
	British	−1.499	0.665	0.024**
	Italian	−1.387	0.607	0.022**
	Spanish	0.298	0.570	0.601
	French	−0.930	0.692	0.179
	Travel status [reference: with a group (3 or more)]			
	Alone	1.204	0.527	0.022**
	With a partner or friend	0.729	0.404	0.071*
	With family (child/children with us)	1.940	0.651	0.003***
	Travel organisation (reference: other)			
	Independent	−2.145	0.660	0.001***
	Organised (tour operator or travel agent)	−1.830	0.818	0.025**

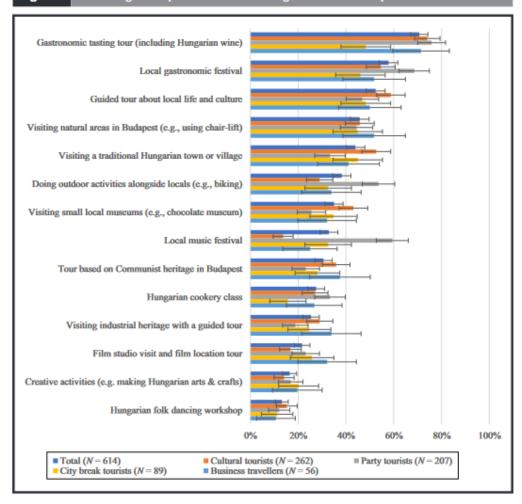Note: Significant at *10% level; **5% level and ***1% level

Figure 2 shows how memorable the visit was for each segment as well as the intention to revisit or to recommend. Party tourists found their experience significantly more memorable than any other group and were much more likely to re-visit and recommend. Business travellers were also more likely to re-visit than cultural tourists. This might suggest that cultural tourists may have exhausted all of the cultural attractions within one visit, whereas business travellers did not have time to visit everything and would thus return.

Memorability*

Revisit intention*

Recommendation*

Legend:
- Total (N = 614)
- Cultural tourists (N = 262)
- Party tourists (N = 207)
- City break tourists (N = 89)
- Business travellers (N = 56)

Notes: *Indicates significant differences on 5% significance level using analysis of variance; error bars show 95% confidence intervals

Figure 3 Percentage of respondents from each segment interested in potential or future activities

Gastronomic tasting tour (including Hungarian wine)

Local gastronomic festival

Guided tour about local life and culture

Visiting natural areas in Budapest (e.g., using chair-lift)

Visiting a traditional Hungarian town or village

Doing outdoor activities alongside locals (e.g., biking)

Visiting small local museums (e.g., chocolate museum)

Local music festival

Tour based on Communist heritage in Budapest

Hungarian cookery class

Visiting industrial heritage with a guided tour

Film studio visit and film location tour

Creative activities (e.g. making Hungarian arts & crafts)

Hungarian folk dancing workshop

Legend:
- Total (N = 614)
- Cultural tourists (N = 262)
- Party tourists (N = 207)
- City break tourists (N = 89)
- Business travellers (N = 56)

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To capture data about the most interesting potential or future activities, respondents were asked to indicate the attractiveness of 14 different activities using a multiple-choice question. Figure 3 shows the results of this analysis for the identified segments.

Figure 3 has useful implications for future product development and marketing, as it clearly identifies which segments would be most interested in different types of activities. For example, party tourists are especially interested in gastronomy, festivals as well as outdoor activities with locals. This could give some ideas about how to disperse flows of tourists away from the centre of the city (i.e. to address concentrated night-time activity-based "overtourism"). Cultural tourists show a greater interest in local life and culture, especially in a small town or village. It is worth noting that business travellers are more interested in some creative and interactive experiences (e.g. crafts, cookery, dance), guided tours of industrial, Communist or film heritage as well as visiting natural areas. However, local creative activities are among the least popular overall, which suggests that creative tourism may not be such a popular attraction in urban environments, especially large cities.

Cross-tabulation and the chi-square test (p = 0.028) indicate that business travellers are prepared to travel slightly longer for "off-the-beaten track" experiences. The average is around 45 min with business travellers reaching 50 min. The average amount that respondents would be willing to spend is around e35 or e40, with only business travellers being willing to spend more (around e50 on average, p < 0.001). These indicate that business travellers, albeit a small segment, represent a lucrative market.

Discussion and conclusions

This paper aimed to contribute to cultural tourism and urban tourism segmentation studies by examining the role of culture as a motivation for city visits; the relative importance of cultural activities to different segments (e.g. heritage vs arts); the demographic and travel-related determinants of the segments; different potential activity preferences of the identified segments; and the activities that contribute to memorable experiences which can influence re-visit intention and recommendation.

Theoretical contributions

It can be concluded that culture is still a major attraction for city tourists, as the largest identified segment was cultural tourists (43%). They show a preference for heritage sites, museums and galleries and thermal baths rather than performing arts and festivals. Previous cultural tourism studies had also indicated a preference for museums and heritage (McKercher *et al.*, 2004; Richards, 2007; HNTO, 2008). The research also confirms previous studies that highlighted the preference of older age groups and women for visiting heritage sites, museums and galleries (Richards and Van der Ark, 2013; Liu, 2014; Chebli *et al.*, 2020; Valverde-Roda *et al.*, 2021). Tourists who are married or travelling with a partner, friend or

family are more likely to be cultural tourists than party tourists who tend to be unmarried and to travel alone or with a group. However, party tourists are well educated and take some interest in culture as well, as shown also in Pinke-Sziva *et al*. (2019). It should also be highlighted that cultural tourists enjoy pubs and bars to a certain extent and business tourists even more so. According to previous segmentation theory, both cultural tourists and party tourists appear to be "omniverous" (Peterson, 1992) with cultural tourists tending to be "sightseeing" and party tourists "casual" in their motivation (McKercher and Du Cros, 2002). Party tourists rated memorability higher than other groups and were much more likely to re-visit and recommend. This could indicate the high quality of the night time activities in the city or simply represents the enthusiasm of youth. Results suggest that cultural tourists are less likely to return than business tourists, but more research would be needed to determine exactly why (i.e. are the results related to "saturation" or lack of satisfaction).

It is also worth noting that party tourists are especially open to gastronomic experiences, including festivals and cooking, as well as outdoor activities. Here, gastronomy may include a "hedonic" motivation as well as a cultural one (Valverde-Roda *et al*., 2021). The organisation of outdoor festivals in areas outside the centre of the city could represent a good opportunity to disperse flows of tourists from the city centre. Cultural tourists are more likely to be receptive to experiences that combine guided tours to local towns with a visit to a local museum and gastronomic tastings.

Practical implications

Overall, these results could have implications for city marketing agencies when trying to motivate potential tourists to visit and design activities for them. The results can be useful for destination managers when considering visitor concentration and flows, as well as for segmented product development and marketing. Special packages or excursions could be created that include cultural and other activities both within and outside the city, including discount vouchers as incentives. For example, cultural tourism packages could be designed especially for families. Visits to museums and galleries could be packaged with other preferred activities for older tourists, especially females. Groups of party tourists could be encouraged to attend music-based events outside the city centre. Business tourists could be encouraged to return to the city on a visit that combines daytime cultural activities and nightlife.

Limitations

In the data collection, three culturally ambiguous categories included gastronomy (food and wine), pubs, clubs and bars and atmosphere. It is one of the limitations of using quantitative research design and generic scale elements that the results only show the relative importance of elements but fail to indicate how far such elements are related to cultural experiences. For example, gastronomy could be based on authentic Hungarian cuisine or

fast food; visits to bars and pubs could include tasting local handcrafted beers, listening to traditional or live music and interacting with locals, or it could involve drinking world beers with international background music alongside other foreign tourists. Atmosphere is a challenging category which warrants a whole research project in itself as it can be connected to cultural activities, entertainment, social interactions, sensory experiences, the built or natural environment, animation, the weather or a host of other factors.

This paper also did not take into consideration cultural proximity or distance (Liu, 2014) which could especially provide interesting insights into the travel habits of non-Europeans. It also did not consider lifestyle and personality-related factors (Vargas *et al.*, 2021) or the importance of secondary and complementary attractions in tourist experiences (Chebli *et al.*, 2020).

Future research

Separate studies could be conducted on day- and night-time activities (e.g. the patterns of cultural, business and party tourists) to make more focused recommendations for the dispersal of tourists and to avoid future overtourism. Visitor satisfaction and experience could be explored further inside cultural attractions. All segments cited atmosphere as very important, so it would be useful to research which elements constitute a positive atmosphere in the eyes of tourists. Gastronomy also proved to be the most popular feature of the city and more research is needed to discover which types of cuisine are most interesting and how far this connects to national or local gastronomy and traditions. The same or a similar study could be repeated in other European cultural cities to compare the results. This could be especially enlightening in urban capitals that had the same concerns pre-COVID-19 about both overtourism and the night-time economy, as well as the desire to re-establish themselves as cultural tourism destinations.

Note

1. The Cronbach's alpha values are the following: 0.823 (cultural contact), 0.791 (memorability), 0.854 (recommendation) and 0.898 (re-visit intention).

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Appendix 1

Table A1 Summary of motivation and segmentation research related to cultural tourism		
Focus of the study	*Concept(s)*	*Authors*
Role of culture in tourists' motivation	Accidental/adjunct/in part/greatly motivated	Silberberg (1995)
	Peripheral accidental and incidental or core (primary motivation)	Hughes (2000)
	Incidental, casual, serendipitous, sightseeing, purposeful	McKercher and Du Cros (2002)
	Authenticity seekers (related to traditional history and culture) compared to entertainment seekers, casual visitors and pure escapees	Shi *et al.* (2019)
	Hedonic, cultural and convenience motivations	Valverde-Roda *et al.* (2021)
	Heritage tourists and cultural tourists, compared to emotional tourists and alternative tourists	
Profiles of cultural tourists	"Omnivorous" – enjoying different activities on holiday of which culture is (only) one	Peterson (1992)
	Cultural activity preferences of different nationalities	Dolnicar (2002); Puczkó *et al.* (2007)
	Life stage and travel "careers" where older visitors prefer traditional monuments and museums, whereas younger visitors consume more contemporary and creative culture	Richards and Van der Ark (2013)
	Tourists motivated specifically by art	Franklin (2018)
	Gender and age preferences and differences	Chebli *et al.* (2020)
Type of experience sought	"Heritage experience", "learning history" and "recreational experience"	Poria *et al.* (2004)
	"Fringe" and "off-the-beaten track" tourists	Maitland (2007)
	Seeking memorable creative experiences	Chang *et al.* (2014)
	Segments based on depth of experience relating to art, museums, heritage and living culture. Implications of "cultural distance"	Liu (2014)
	Heritage tourists motivated by learning about the place and the destination's culture	Nguyen and Cheung (2014)
	Living like a local	Russo and Richards (2016)
	Importance of cultural contact and involvement in local cultural activities	Chen and Rahman (2018)
	Generation Z tourists are looking for more authentic and "back-of-house" experiences	McKercher (2020)
	Destination journeys (holistic and integrated emotional experiences)	Richards (2021)

Appendix 2

Table A2 PCA results				
How important are the following activities to you during your visit to Budapest? Please rate them using the scale 1–7 (1 = not important at all; 7 = very important).	Component			
	1	2	3	4
Go to a music event (e.g. concert)	0.902	−0.012	−0.008	0.002
Go to a festival	0.863	−0.073	0.039	0.083
Enjoy the pubs, clubs or bars	0.557	−0.352	0.039	0.433
Enjoy performing arts (e.g. theatre, dance)	0.548	0.468	0.096	−0.141
Visit museums and galleries	0.010	0.832	0.023	−0.072
Visit heritage sites	−0.163	0.737	−0.017	0.074
Go to a thermal bath or spa	0.073	0.514	−0.057	0.380
Have a business meeting	0.029	−0.029	0.936	−0.076
Go to a conference	0.046	0.021	0.931	−0.109
Enjoy the atmosphere	−0.048	−0.018	−0.126	0.756
Enjoy gastronomy (food and wine)	0.095	0.107	−0.045	0.741
Latent motivation	Entertainment	Culture	Duty	Atmosphere and gastronomy